



Friday, July 18, 2008

Attn: Melissa Miller-Henson  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA, 95814

Dear Melissa,

My name is Marcela Gutiérrez and I am submitting my name for consideration to the South Coast Regional Stakeholder Group. I am interested in serving on this collaborative project to represent not only the residents of San Diego County but also the growing Hispanic constituency in our state in order to assure an inclusive and public process.

As a native of the Border Region and resident of the South San Diego Area, I bring to the MLPA table a cross section of perspectives gained first-hand through my experience as a former Operations Manager with Oceanic Enterprises Inc, an international commercial fishery and aquaculture company based out of San Diego, CA. The culmination and variety of experience in Commercial Fishery, Aquaculture industries and most recently in Marine Conservation, gives me a unique and valuable perspective for the need to balance viable fishery practices with environmental conservation.

The experience I gained in public relations and marketing while working for TheCulturalConnect, a multicultural new media company based in San Francisco, will serve well in representing California's diverse constituencies.

As my letters of recommendation demonstrate, I have vast experience working with multi-cultural and diverse groups to gain consensus and attain goal objectives through collaborative efforts. I possess effective communication skills and always strive to comprehend all sides of an issue. I understand the time requirements this charge entails and am committed to fully completing all tasks successfully.

I have recent experience participating in a similar process, contributing on the stakeholder group with the National Coalition for Marine Conservation on the Marine Stewardship Council's Sustainability Certification process for the Gulf of California's Commercial Sardine Fishery.

Currently I work as Program Manager for Wildlife Conservation at WILDCOAST/COSTASALVAJE, a bicultural environmental non-profit organization based next to the U.S.-Mexico border in Imperial Beach, California. We have successfully carried out the "Defiende el Mar" (Defend the Sea) campaign to target the Hispanic population to support marine protected areas in California. This campaign has reached an estimated audience of 15 million people in California through broadcast media and resulted in thousands of original letters of support, mailer responses and e-mail petitions sent to Governor Schwarzenegger asking him to persuade the Fish and Game Commission to organize an efficient network of marine protected areas in the central coast of California on behalf of the state's Hispanic population.

Public surveys show that Hispanics overwhelmingly support the establishment of marine reserves in California and it is critical that this underrepresented population have an advocate on the Regional Stakeholder Group.

I believe my professional background and local knowledge would benefit this process because I am able to represent a variety of constituencies. I look forward to contributing to this process by making it inclusive and representative of all of California's residents.

Kind Regards,



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